

# Gold Jjimdak, Never Get Sick of It

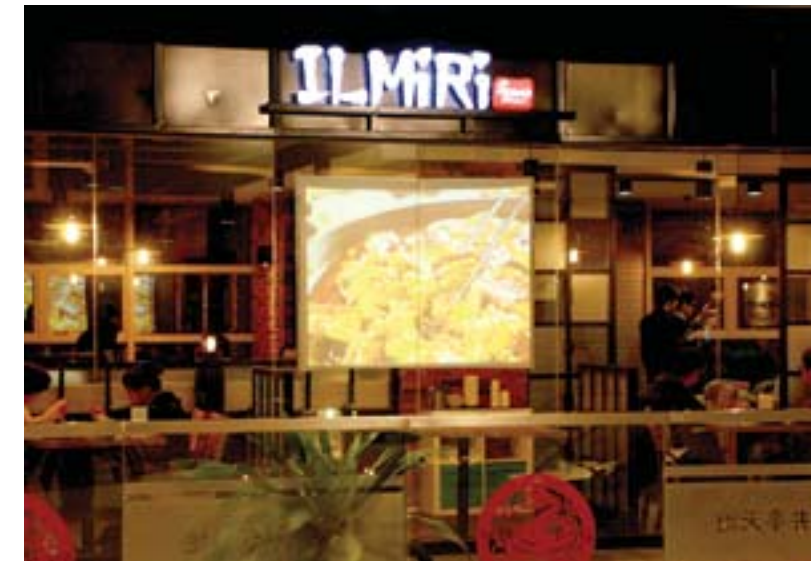
*Jjimdak* is a chicken dish made by boiling down in soy sauce, some chopped chicken meat, *dangmyeon* (starch noodles), and an assortment of vegetables. It creates a fascinating taste with the three tastes of sweet, salty, and spicy mixed. *Jjimdak* first emerged as a popular dish at conventional marketplaces in Andong, North Gyeongsang Province in the 1980s.

Interestingly, this chicken dish is not a traditional food of Andong as many people think, but the result of the efforts made by small traders at Andong markets to confront the formidable growth of the western-style fried chicken. The vendors of Andong cooperated to make the substantial, scrumptious yet inexpensive dish. Origin aside, since the 2000s, the popularity of *jjimdak* has soared among Koreans who love chicken dishes and a lot of *jjimdak* restaurants have sprouted up. Among them, Ilmiri Co., Ltd., a *jjimdak* franchise enterprise, has been gaining attention from both domestic and overseas markets with its Gold Jjimdak brand that took the popular dish to a whole new level.

## 35 Restaurants Nationwide, Franchisees Themselves Enchanted by the Taste of Jjimdak

Since the first restaurant opened in Chuncheon, Gangwon Province in 2010, Gold Jjimdak has evolved into a big franchise brand with 35 restaurants throughout Korea. Cho Ki-bum, CEO of Ilmiri, decided to expand his business into a nationwide franchise when he saw the rising popularity of the restaurant in Chuncheon. He established a franchise company in November 2011, so his current success has been achieved in less than two years.

As Ilmiri jumped into the *jjimdak* business relatively late, it had to struggle more amongst the fierce competition. But the company was able to expand so fast thanks to the differentiated taste of its *jjimdak* dishes, the key to which is the strict selection of food ingredients. Ilmiri only uses fresh Korean chicken meat, not frozen chicken, and homemade ingredients including red pepper powder. Mr. Cho explained that high-quality ingredients determine how fresh and de-



The exterior of Ilmiri Shanghai branch



Gochujang jjimdak

licious the chicken dish tastes.

Another secret is in the sauce, an original creation of Ilmiri, which makes the chicken tastier. Instead of artificial flavors, the company uses various oriental herbs like *galgeun* (kudzu root) and *danggui* (Korean angelica root). The herbs are added to *ganjang* (soy sauce) and *gochujang* (red pepper paste) sauces and help reduce the greasy taste of chicken, so eaters can enjoy the dish to the full. One indicator of the outstanding taste of Gold Jjimdak is the high re-visit rate of Ilmiri restaurants. Mr. Cho said that in addition to the first-class main ingredients, the *dangmyeon* in Gold Jjimdak is also thicker than usual, and other ingredients such as cheese *tteok* (rice cake), which cannot be found in other *jjimdak* restaurants, have been added.

Natural Ingredients with the Addition of Medicinal Herb Sauces Taste and Ambience Enable Advances into Shanghai

Gold Jjimdak





Big Hit in China, Raking in Monthly Sales of KRW80 Million

Based on the successful debut in the Korean market, Ilmiri made an entrance into China last February. It opened a directly-managed restaurant, Ilmiri, in Shanghai. Mr. Cho thought that Gold Jjimdak could attract Chinese consumers because even though *jjimdak* is unique to Korea and spicy, Chinese people like chicken dishes and there are few Korean *jjimdak* restaurants in the local market.

Mr. Cho’s expectations proved right, and currently Ilmiri is raking in KRW80 million in monthly average sales. The lines of customers at the 330m<sup>2</sup> restaurant never seem to cease.

The reasons for the popularity of Gold Jjimdak in Shanghai are the taste of the dishes served and the ambience of the restaurant. The combination of fresh chicken and the salty-but-sweet sauce made a big hit. Even for the Shanghai restaurant, Ilmiri brings the sauce directly from Korea and makes the dishes taste the same as in the Gold Jjimdak restaurants in Korea.

In addition, to create a clean image of the restaurant, Ilmiri imbued in the restaurant the atmosphere of a modern café. Further, it gives particular attention to hygiene and food safety and has furnished the restau-

rant with complete insect pest control and water purification systems. As a result of these efforts, the Shanghai restaurant is gradually gaining solid trust from local consumers.

Mr. Cho said that there are a lot of restaurants serving Korean food in Shanghai, but there are none you want to go visit frequently with your friends and family. He continued that Ilmiri will try harder to become a Korean restaurant that its customers can proudly introduce to their friends and acquaintances. In the meantime, Ilmiri will open its second restaurant in Shanghai in the second half of this year and try to expand to other Chinese cities. Moreover, Ilmiri has set up a taskforce team to prepare for participation in food exhibitions and other events that will help Gold Jjimdak advance to the Singaporean and Hong Kong markets in the future.■

Plus Information

Diverse Entries on the Menu

Gold Jjimdak has a broad range of dishes on the menu, and each entry has its own charm. *Gold Jjimdak*, which is made with *ganjang* (soy sauce) as a base to make the taste of chicken richer, tastes light with sufficiently reduced grease. *Gochujang Jjimdak* is cooked with *gochujang* (red pepper paste) as a base and tastes spicy and refreshing. *Shinbul Jjimdak*, to which an extra spicy taste is added. Cheese *Sunsal Jjimdak* is a fusion dish made with lean chicken meat and cheese toppings. There is one entry on the menu of the Shanghai restaurant that was developed specifically for Chinese customers who want to try many more dishes at one place. It is *Dakdarisal Jikhwagui*, or chicken legs baked over open fire.



越吃越想吃的“金鸡炖鸡块”  
使用韩药配方酱汁及天然材料  
以味道及氛围优势落户上海

炖鸡块是将鸡肉剁成块再放入各种蔬菜和粉条后，用酱油炖制的料理。炖鸡块料理起源于上个世纪80年代庆尚北道安东的传统市场，微咸中带有甜辣味是其魅力所在。

有趣的是，许多韩国人都以为炖鸡块是庆尚北道安东的传统美食，但事实并非如此。实际上，炖鸡块是安东的鸡肉一条街的人们为了应对西餐料理炸鸡店的扩张而开发出的价廉物美的料理。不管其来源如何，对于喜欢鸡肉食品的韩国人来讲，2000年以后炖鸡块开始受到人们的青睐。连锁加盟企业(株)Ilmiri Co., Ltd. 通过对这个传统料理进行品牌升级，以“金鸡炖鸡块”商标，将产品推向了国内外市场，并且其品牌认知度在与日俱增。

全国销售店35家，加盟店主也赞不绝口的美味

自2010年在江原道春川开张1号店以来，金鸡炖鸡块目前在全国已拥有35家连锁店。企业的代表理事赵起范，看到产品在春川店热销后便决定开始在全国成立连锁店。由此，自2011年11月成立法人后，在短短一年半的时间里，便获得了今天的成果。

事实上，金鸡炖鸡块在经营炖鸡块料理的业内属于后起之秀。也就是说，在它进入这个行业时，行业的竞争就已经很激烈。即便在这样激烈的竞争中，金鸡之所以能够不断扩大销售网点，关键在于其味道的差别化，而其中的核心在于对食品原材料的精选。金鸡炖鸡块所使用的鸡肉都是韩国产新鲜鸡肉。而且，辣椒面等所有材料也都只使用韩国产产品。赵代表说，只有好材料才能做出与众不同的新鲜的美味。

Ilmiri自主开发的酱汁，也可以说是提升炖鸡块味道的头等功臣。金鸡炖鸡块酱汁的特点是利用葛根、当归等各种韩药材代替人工调味剂。利用韩药材制作的炖鸡用酱油酱汁和辣椒酱酱汁，可消除油腻口味，让人百吃不厌。正是这种百吃不厌的口感让回头客越来越多。赵起范代表说，“炖鸡块中使用的粉条也不是一般的粉条，而是通过使用粗粉条增加了口感，而且在料理中通过放入奶酪米糕等新材料使其与其他的炖鸡块形成了差别化”。

中国销售店大获成功，月销售额达8000万韩元

借助在韩国市场上的成功，金鸡炖鸡块于今年2月在中国也迈出了第一步。即在中国上海以“Ilmiri”店号开张了首家直销店。赵代表说，“中国人也很喜欢鸡肉，但还没有一家经营韩国式炖鸡块的企业。因此我想，如果带着具有韩国特色味道的炖鸡块、辣味鸡进入中国市场，一定会获得成功”。

赵代表的这个想法的确应验了。在一个330m<sup>2</sup>规模的店里，顾客络绎不绝，月平均销售额也达到了8000万韩元。

金鸡炖鸡块在上海受欢迎的理由，可归结为味道和氛围。清淡的肉质和微有咸淡还带有甜辣味道的酱汁形成绝佳搭配，使其成为名副其实的热门商品。为了使金鸡炖鸡块在上海也保持其纯正的味道，决定炖鸡块味的核心材料酱汁，则是从韩国直接供应。

为了突出更加洁净的形象，把上海的销售店营造成了时尚的咖啡店氛围。而且还通过配备防止害虫及净水系统，提高了对卫生及安全的信誉度。正是通过这些努力，上海店已开始成为深受消费者信赖的直销店。

赵起范代表说，“上海虽然有不少销售韩国食品的地方，但却也找不到一个可经常领朋友去的地方。我的目标就是要把餐馆打造成让顾客可自信地对朋友推荐的韩国餐馆”。赵代表还说，“我想通过下半年再开张上海2号店等，继续扩大销售网点”。并补充道，“长远来讲，为了进军新加坡、香港等，现已组成了参加博览会的TF团队”。■

信息

满足不同口味的多样化菜谱

金鸡炖鸡块不同系列菜谱，各具不同的魅力。选择余地宽。为了突出鸡肉纯正的味道，“金鸡炖鸡块”主要使用酱油配制酱汁并通过高温烹制的方法去除肥油，所以有绝佳的清淡味道。用辣椒酱酱汁配制的“辣椒酱炖鸡块”和辣味更强的“火辣炖鸡块”是具有韩国特有辣味、上瘾性很强的食品。其中的火辣炖鸡块是金鸡炖鸡块的发烧友喜欢的菜谱。同时，餐馆还开发出了用纯鸡肉烹制的炖鸡块拌奶酪。这种新生的传统美食“奶酪纯肉炖鸡块”与奶酪搭配，很受儿童和女性顾客的欢迎。如，上海的直销店，根据中国消费者喜欢在一家店品尝到多种美食的特点，在菜谱中还增加了“火烤鸡腿肉”。

